

The listing of the claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claim 1 (Currently Amended): Large-area LCD billboard (1) for outdoor advertising, whereby the luminosity of the reflective LCD elements of the board depends on the intensity and direction of the lighting, and an artificial lighting device (7) with lamps (13) is assigned to the board for this purpose, for times when the sunlight is insufficient, which lamps illuminate the board from the viewer side, ~~characterized in that~~ wherein activation means (9, 11) for physically moving the lighting device (7) out of the beam path (14) of the sunlight that falls on the billboard (1) are provided.

Claim 2 (Currently Amended): LCD billboard according to claim 1, ~~characterized in that~~ wherein a control system with a light sensor (19) is provided for activating the activation means (9, 11).

Claim 3 (Currently Amended): LCD billboard according to claim 1 ~~or 2~~, ~~characterized in that~~ wherein motorized activation

means for tilting, flipping, or pulling the lighting device (7) away are provided.

Claim 4 (Currently Amended): LCD billboard according to ~~at least one of claims 1 to 3~~ claim 1, ~~characterized in that~~ wherein the lighting device (7) possesses only two positions with reference to the billboard (1), namely a single active lighting position (16) and a single inactive position, i.e. reserve position (17) or a counter-sunk position (18).